Hands On®

September / October
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The Newsletter of the American Massage Therapy Association

Chapter Volunteers Work to Enhance Member Experience

The third annual Chapter Volunteer Orientation Program (CVOP) was held in Evanston, Illinois, from July 7-10. Eighty-two chapter volunteers, representing 48 chapters, took part.

CVOP is part of a three-phase approach to enhance the member experience at the AMTA chapter level. The goal of the weekend was to introduce chapter volunteers to the world of nonprofit boards and give them a better understanding of their roles and responsibilities particular to AMTA.

A CVOP attendee learns about the new Members Section of AMTA's Web site.

"I think CVOP is the No. 1 item on the 'must do' list for all chapter volunteers," says Chris Rider, AMTA Iowa Chapter president. "Not only do you learn technical skills regarding AMTA (bylaws, legal info, association legal issues, etc.) itself but you learn so much more."

Crowd favorite Carol Weisman, known as the "Goddess of Governance," got the event off and rolling with Thursday's keynote address. Attendees were then treated to a welcome reception where they had an opportunity to mingle with new and old friends alike. Friday saw the return of Leadership Outfitters, who worked with the group the entire weekend, weaving material together in a fun, interactive manner.

Attendees also had an opportunity to explore programs and services offered by national staff, other national organizations, such as NCBTMB and COMTA, and vendors during an afternoon program fair. Consultations were available with legal counsel and mini "mind-massage" sessions were created, where attendees picked their topic of concern to be discussed in small groups. Saturday was a full day of education, with four breakout sessions, allowing for a more personalized learning experience. Sunday ended with a session about fun approaches to volunteer development.

Having the chance to sit down and share experiences with other chapter leaders was also a key experience. "The networking at CVOP allows for a deeper understanding that all chapters have similar challenges," Rider says.

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>
> —**Chris Rider**
> *AMTA Iowa Chapter President*

All in all, the event was a huge success. Prepared with input from this year's attendees, planning for CVOP 2006 is already underway! Since CVOP began in 2003 all curriculum and content have been developed through member and staff collaboration.

"CVOP has become a relevant part of our chapter volunteers' training and education," says Chapter Relations Committee Chair Chris Voltarel (CA). "It is a perfect example how training is making our chapters stronger and more vital. The more volunteers we can train, the better services our members will receive. This increases both our members' satisfaction as well as the satisfaction level of the volunteer experience."

Hands On
The Newsletter of the American Massage Therapy Association

September / October 2005

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PRESIDENT'S LETTER

The Starbucks® Factor and Contributing Your Voice

I am 100 percent convinced that Starbucks® has almost single-handedly revived the concept of experiencing community while fulfilling one's personal needs. Starbucks appeals to a wide range of people with differing needs by providing a unique experience and a familiar welcoming atmosphere. For me, this is not only a genius business model, but has profound implications. Quite simply, people need to feel comfortable and welcome while catering to their own needs. Starbucks provides a wide range of experiences to customers through their products, while maintaining a unique community within their stores.

In the same way that Starbucks has created a unique community with a wide range of offerings, so too has AMTA. We offer a unique, welcoming community via our chapters, local and national educational offerings, and volunteer opportunities. AMTA strives to cater to member needs, while helping connect them to others in the larger community of the association.

To propel yourself to the next level of excellence, you must look deep within your heart and realize that you are an important part of this whole community. I continue to encourage each of you to contribute your voice and professional experience to the betterment of the AMTA community and the profession.

Your National Board of Directors — in partnership with staff — recognized the need for a more formalized volunteer development program so each of you has the chance to contribute to the AMTA community in your own way. There is no contribution that is too small and everyone's contribution matters.

I strongly encourage you to seek out a chapter leader, or contact Monica Love, volunteer development manager, at the National Office at 877-905-2700, ext. 115, or mlove@amtamassage.org. You can also register for the volunteer database and become an integral part of the community. Just log on to the Members Section of the AMTA Web site, www.amtamassage.org. Click on the "Volunteer Development Center" link and access the National Volunteer Database. (You will need to register if you are visiting for the first time.) The database allows you to post your resume and/or search all available volunteer opportunities!

Thank you, in advance, for dedicating yourself and your voice to AMTA, and to the promotion of community and professional excellence. I guarantee a return of a deep sense of fulfillment and personal honor for your contribution!

Make Today Your Best!

Mary Beth Braun
AMTA President

AMTA Media Relations Send Consumers to AMTA Members

This year, AMTA is actively encouraging consumers and physicians who want to refer patients to look for an AMTA member for their massage.

AMTA ongoing media relations efforts resulted in major coverage of massage in several publications this summer. In August, *Consumer Reports* wrote about forms of complementary and alternative medicine (CAM) therapies that their readers reported as most effective. Its survey gave high marks to deep tissue massage, and the article referred readers to *AMTA's Find a Massage Therapist*® national locator service to locate qualified massage therapists. The magazine was distributed to subscribers the last week of June.

Based on contacts with AMTA representatives beginning in March, the July 10 issue of *USA Weekend* featured an article on the benefits of massage, quoting AMTA President Mary Beth Braun (IN). The published article and the online version both featured *AMTA's Find a Massage Therapist* locator service.

The June issue of *Prevention* magazine featured an article on massage for back pain, which followed a recent article on massage for people with cancer. Both articles recommended that consumers look for an AMTA member for their massage.

The American Academy of Pain Management also has added a link to the AMTA Web site from its online list of resources for pain practitioners — the only link for massage therapy. The academy is also continuing to distribute the spring issue of its journal, *The Pain Practitioner* — which includes AMTA's ad — at major clinical conferences throughout this year.

As a result of these recent articles, use of AMTA's locator service reached all-time highs in June and July. The service was used more than 119,000 times in those two months, as consumers sought AMTA Professional members for their massages.

If you are an AMTA Professional Active member, make sure you are listed in the *AMTA Find a Massage Therapist* national locator service to attract new clients! It's a benefit of your membership and free publicity for your practice. But you must sign up to be listed. Visit www.amtamassage.org/member/enroll1.html (you'll need your member ID and password to log in) to fill out the enrollment form. ***It's quick and easy!***

Cynthia Ribeiro Elected To AMTA Board

Cynthia Ribeiro (CA) has been elected to the AMTA National Board of Directors as a Member-at-Large to fill the vacancy left by the resignation of George Schwind (FL). Ribeiro previously served on the National Board as a Member-at-Large from 2001-2003. Her term of office will be through February 28, 2006.

Celebrate National Massage Therapy Awareness Week®

National Massage Therapy Awareness Week (NMTAW®), October 23-29, is just around the corner! This year's theme, "Massage: A Key to a Healthier You," emphasizes that massage can make a real difference in someone's overall health and well-being. Do you plan to participate this year?

The AMTA Web site is a great place to start. The National Massage Therapy Awareness Week logo is available in both black and white and full-color in various formats for all your printing needs. *The NMTAW Planning, Coordination and Publicity Guide* has been updated and is also available on the Web site. This guide gives step by step instructions on how to plan an event, including a sample letter for securing an event location and an event site checklist. It also includes a section devoted to generating publicity for your event. There is a sample news release, a news alert and a radio/TV public service announcement script. The guide includes information on how to obtain a mayoral or gubernatorial proclamation, with a sample proclamation to use. Many chapters have had success in getting the mayor or governor to proclaim the last week in October, National Massage Therapy Awareness Week.

There are many ways to get involved. Support your chapter's activities, hold your own event or collaborate with an AMTA member school. Some chapters hold annual events that week, while others leave it up to individual members to plan their own NMTAW activities. Some chapters focus attention on contacting the media for local coverage. Check with your chapter first to see what it is planning. And, if you have a great idea about a NMTAW event or activity, please share it with your chapter as well. Remember, even a small gesture can have a huge impact on the public.

AMTA hopes to receive reports on NMTAW support from every state.

National Massage Therapy Awareness Week is a great opportunity for our members and chapters to celebrate the profession while educating the public on the benefits of massage. AMTA has the opportunity to make a real difference in the profession during this week. And, don't forget to let the National Office know about your efforts. We want to support and share in your successes!

fingerprints

Elementary Teachers Receive Massage for Appreciation Week

School principal Cheryl Fuller receives a massage from Marty Josey during teacher appreciation week.

To show their support for teachers during teacher appreciation week, the administration of E.K. Powe Elementary school in Durham, North Carolina, decided to do something very special this year. Cheryl Fuller, the school's principal, contacted local massage therapist Marty Josey (NC) to bring in chair massage for the entire week. Josey, owner of Health Dynamics Integrated Wellness, was on-site at the school Monday through Friday for six hours each day. More than 75 teachers, as well as support staff received 15-minute massages.

"This was such a great thing for the staff," says Josey. "Approximately 75 percent of them had never had any experience with massage before, and according to the feedback, they felt extremely appreciated and supported." One teacher commented, "this is the best thing that's happened all year!"

Local Therapist Provides Massage at Cancer Fund-Raiser

Ross Vondrak, NCTMB (IL), offered complimentary massage on June 17 for participants at one of the Chicago-area American Cancer Society's Relay for Life charity events. Participating teams walked throughout the night and concluded the event the following morning. For the 10th year, Vondrak offered massage to participants in the fund-raising event.

"I always welcome the opportunity to educate people about the proven benefits of massage therapy," says Vondrak. "Charitable events, such as the Relay for Life, are often the first experience many have had receiving massage therapy. As responsible businesspeople, it is imperative that we support the community that supports us," he says.

Relay For Life has been around for 20 years. Teams of people gather at schools, fairgrounds or parks and take turns walking or running laps overnight to celebrate survivorship and raise money for research and programs. Each team tries to keep at least one team member on the track at all times.

"Massage therapists are facilitators and activists for improved health, spiritual, physical and mental needs," observes Vondrak. "Supporting organizations that support our quality of life seems to be a very natural extension of our mission."

Ross Vondrak provided complimentary massages for Relay for Life participants.

AMTA Annual Report for FY 04/05

Excerpted information from AMTA's audited Financial Statements for the period March 1,2004 to February 28, 2005.

REVENUE	
Membership Dues	$ 9,890,496
Sale of Literature & Other	797,515
Meetings & Education	649,456
Investment Income	314,992
Miscellaneous	181,695
TOTAL	$11,834,154

EXPENSES	
Meetings and Education	$ 726,844
Communications	1,723,710
Chapter Relations	479,766
State Chapter Assistance	1,266,903
Membership	4,039,401
Marketing	239,414
Grants	329,524
Administration & Governance	3,137,043
TOTAL	$11,942,605

This year AMTA produced a deficit from operations of $ -108,451 related to a reduction in investment income compared to the prior year. During FY 04/05, AMTA completed a number of new initiatives that were wide in scope including an office relocation, development of a government relations program, creation of a volunteer development program and support of governance improvements. In addition, we had a solid financial year, thanks to our $770,668 increase in membership dues, over $100,000 increase in convention and exhibit revenue, and our expense reduction in several areas, including marketing, governance and new product development.

What Happens to My Ballot Once I Vote?

By Jean E. Middleswarth (NC), Commissioner of Elections

Every year AMTA holds an election to choose association leaders. Have you ever wondered what happens to your ballot from the time you put it in the mail to until the election results are made public? I wanted to find out first hand, so, in my role as commissioner of elections, I visited Survey and Ballot Systems (SBS), the Minnesota-based firm that specializes in providing Web and paper-based elections and surveys, as the ballots for our 2004 election were being counted.

Securing Your Ballot

SBS is almost 15 years old. Every member of the operations team at SBS is highly qualified and experienced in the fields of information technology, survey development and data collection, and technical client services.

One of SBS's strengths is the ability to design an election process based on the unique needs of each of their clients. Balloting can either be by paper ballot, electronic ballot or a combination of both, based on the needs and desires of the client. For electronic balloting, several layers of security protect the election Web site, and unique voter login IDs and E-signatures confirm the voter's identity.

Whether paper or electronic, organization bylaws and state statutes dictate how ballots are to be distributed for a fair and equitable voting process.

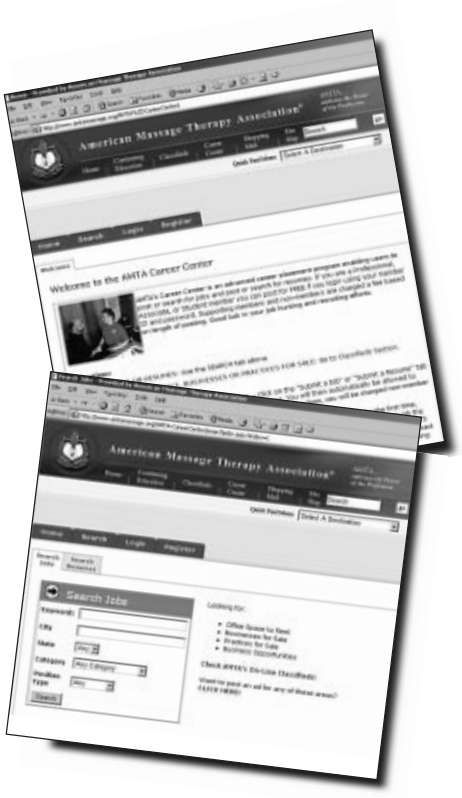
Tight security and strict procedures protect the process of creating, receiving, verifying and counting ballots. Each step has detailed procedures and is carefully documented. Handling of the ballots is done by a select pool of specially trained people who must have a pass-card to gain access to the large processing area.

Security is a priority with SBS. The offices are enhanced with physical and electronic security, and it has documented security policies, standards and procedures that all employees must follow. As a registered guest, I was only allowed to enter secured areas with an SBS escort.

AMTA Ballots

The process for handling AMTA ballots from the moment they enter SBS is carefully documented and rigorously observed. Inbound mail is stamped, bundled into batches and secured in a vault; only a select few may enter the secured vault. Scanning the member identification bar code and comparing it to the AMTA member database processes each ballot. This hand processing catches invalid ballots, which are separated out and recorded on a processing log. These will be examined later in consultation with AMTA's commissioner of elections. All valid ballots are scanned into the computer system, and verifying software. Any questionable marks are flagged to be reviewed by AMTA's commissioner of elections. When not being processed, ballots are stored in the secure vaults.

web @ bytes



AMTA's Career Center is an advanced career placement program that puts your resume or job posting in front of more interested people!

The Career Center (www.amtamassage.org/AMTA-CareerCenter) is one of the most visited parts of the AMTA Web site. If you're a Professional, Associate or Student member, you can post and search for job openings and resumes for free in one central location. Business owners who are members can also post job openings or search resumes free of charge.

AMTA's Career Center has all the options you'd expect: Create a new resume or paste an existing resume. If you create or paste your resume onto the Career Center, but you aren't ready for others to view it, you can simply save the resume without posting it. When you are ready for others to view it, just log in to the Members Section, click the "Submit a Job" tab, and then choose "Previous Resumes." You'll then have access to your saved resume and can post it for others to view.

You can even choose which job category best matches you: massage therapist, school administrator, massage instructor or other.

Whether you're a long-time practicing Professional member looking for additional work or a Student member who is nearing graduation, the AMTA Career Center is a must use tool for you!

continued from page 5

Vote counting is done by a computer program at a specific — vote counting time, — and by a designated person with intimate knowledge of the computer vote-counting program. The scanned data is imported into the tabulation software and the votes are tabulated. The computer checks at the end of each round of voting to see if a candidate has a majority of votes and can be declared a winner. The computer redistributes preferential votes for subsequent round of voting until the correct number of winners has been identified. At the end of each round of counting, the computer prints a report of the number of votes for each candidate in that round.

SBS is recognized worldwide as a premier provider of member election services. As a result of my visit to SBS, I am confident that SBS has the knowledge, experience and personal interest to understand and respond to the unique needs of AMTA for its election process. SBS is a valuable partner for planning, developing and implementing the use of information technology and electronic balloting that must become part of AMTA's election process, if our process is to be user-friendly for our growing membership.

Important Upcoming National Mail Ballot Elections Dates

All AMTA Professional members in good standing are eligible to participate in elections. The following are key upcoming dates for the election cycle:

November 1: Election packets are mailed to eligible voters.

December 1: Completed ballots are due.

January 1: Results will be announced no later than January 1 on the AMTA Web site.

March 1: New officers assume office.

New call for candidates is issued; cycle begins.

Note: Dates scheduled by policy that fall on a Saturday, Sunday or a holiday are moved to the next business day.

Find the Right Volunteer Opportunity for Your Schedule

AMTA's Volunteer Development Center is up and running on AMTA's Web site. New opportunities are being posted all the time, so check back regularly to find the perfect volunteer opportunity to fit your schedule.

In March 2005, the Volunteer Development Center was launched to better serve AMTA members and to encourage them to volunteer. The center includes the AMTA National Volunteer Database, which allows members to fill out an online application to volunteer and to search available volunteer opportunities at the chapter and national levels. The database enables AMTA to better match volunteers with their interests, experience and available time commitment.

AMTA encourages all members to volunteer in some way, in order to fully experience the difference of AMTA membership. Volunteering provides opportunities for personal and professional growth, an opportunity to network and a chance to impact your profession. Given the rapid changes in this challenging industry, getting involved is the right thing for you to do!

Visit the AMTA Volunteer Development Center at www.amtamassage.org, and log in to the Members Only area (click on the Volunteer Development Center to access the National Volunteer Database). Once there, just submit a resume, post a volunteer position and/or search for an available volunteer opportunity.

If you have any questions, please contact Monica Love, volunteer development manager at mlove@amtamassage.org or toll-free at 877-905-2700, ext. 115.

MASSAGE THERAPY FOUNDATION

There is still time to join the Massage Therapy Foundation at the inaugural "Highlighting Massage Therapy in CAM Research Conference!"*

Friday, September 23
Albuquerque Convention Center (concurrent with the AMTA National Convention)

1:30 pm-5:30 pm
Looking at the Literature (4 Contact Hours)

Saturday, September 24
Albuquerque Convention Center (concurrent with the AMTA National Convention)

8 am-12 pm
An Overview of the Research Process (4 contact hours)

1:30 pm-5:30 pm
Massage Therapy Research Protocol Development (4 contact hours)

Sunday, September 25
Hotel Albuquerque at Old Town (previously know as the Sheraton Old Town)

8:45 am
Keynote Address: "Nurturing a Culture of Professionalism and Inquiry: Our Journey toward Research Literacy and Capacity" by *Trish Dryden, M.Ed., RMT*

10 am - 5:30 pm
Your choice of eight research workshops (visit www.massagetherapyfoundation.org for a complete list of choices).

6 pm
Keynote Address: "Evidence-Based Massage Therapy," by *Edzard Ernst, MD, Ph.D., FRCP (Edin)*

Monday September 26, 2005
Hotel Albuquerque at Old Town

8:15 am
Keynote Address: "Research Massage Therapy: The NCCAM Perspective," by *Richard L. Nahin, Ph.D., MPH*

9:30 am - 5 pm
Your choice of 12 research presentations, two panel discussions and a special interest group networking session (visit www.massagetherapyfoundation.org) for a complete list of choices).

Tuesday, September 27
Hotel Albuquerque at Old Town

8 am
Networking Breakfast

9 am
Keynote Address: "Alternative Methods for Researching Complementary and Alternative Integrative Medicine," by *James L. Oschman, Ph.D.*

10:30 am - 5 pm
Your choice of 10 research presentations and a panel discussion (visit www.massagetherapyfoundation.org) for a complete list of choices).

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Separate registration is required for Sept. 25-27. A total of 25.5 continuing education credits will be granted for Sunday-Tuesday attendance. Please visit www.massagetherapyfoundation.org to register online and to view a full schedule of events.

* Partially supported by National Center for Complementary and Alternative Medicine (NCCAM) - Grant No. 1 R13 AT002193

education

Reach Your Potential in Albuquerque!

Keynote Address

Brian Tracy

Continuing Education

Prosperous Massage – Mary Avarello and Shoona Cook
The Effects Of Repetitive Movement On A Muscle – Mark Bigelow
Herbal Tonic Therapy For Chronic Stress – Mitch Coven
Breast Massage I and II– Debra Curties and Pamela Fitch
Taking Care Of Yourself While Caring For Others – Bob Czimbal
Sensory Receptors…Rebels Without A Pause? – Erik Dalton (16 CEs)
Ethics As Self-Care – Kathy Ginn
Ashiatsu Oriental Bar Therapy™: Basic Introduction – Ruthie Piper Hardee
Creating Beauty With Healing Hands – Nina Howard
Seated Myofascial Techniques For Head & Neck Pain – Robert King
Advanced Myofascial Techniques: Neck & Head – Til Luchau
Accepting Doctor Referrals & Insurance Cases – Vivian (Madison) Mahoney
The Actual (Complete) Billing Process – Vivian (Madison) Mahoney
Understanding The Need For Safe Boundaries – Nina McIntosh
CranioSacral Therapy℠ – The Light Touch – Eric Moya
Overcoming Back Problems – Meir Schneider
Seated Therapeutic Massage for the Forearm, Wrist & Hand – Ralph Stephens
Fibromyalgia & Associated Disorders: The "Invisible" Diseases – Ruth Werner
Pain Management & Self-Care – Cynthia Wheeler
Correcting Foot Alignment & Function Through Yamuna Body Rolling – Yamuna Zake
Preventing Repetitive Stress Injuries With Yamuna Body Rolling – Yamuna Zake
Looking At The Literature – Ravensara S. Travillian
An Overview Of The Research Process – Glenn M. Hymel and Martha Brown Menard
Massage Therapy Research Protocol Development – Christopher Quinn, Cynthia Price and Kay Monahan

Upcoming Deadlines

November 1, 2005 – January/February 2006
January 1, 2006 – March/April 2006

Hands On welcomes contributions from AMTA members. All submissions must include must include contact information, and may be edited for space and clarification. Hands On does not accept advertisements. Address all correspondence to:

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Education Opportunities Still Available at National Convention

There's still time to register for the AMTA 2005 National Convention in Albuquerque, New Mexico, September 21-24. Some seminars are sold out, but you can still register for others on-site in Albuquerque. On-site registration opens Wednesday, September 21 at noon at the Albuquerque Convention Center.

Is it difficult to take three or four days away from your practice? We understand your busy schedule may prevent you from attending the entire convention. So we make it easy! You can register for single-session classes on any of the days. You can also explore the Exhibits Marketplace — a 30,000 square-foot hall filled with every kind of practice-enhancing product imaginable. Convention-goers agree that the Exhibits Marketplace is the place to stock up on their favorite products, and to learn what's new in the industry.

The No. 1 reason people attend the National Convention is for the wide variety of continuing education courses that are offered. We offer courses for beginners as well as seasoned massage therapists. Here is a small sampling of this year's convention offerings:

- Ashiatsu Oriental Bar Therapy™: Basic Introduction – Ruthie Piper Hardee
- The Effects of Repetitive Movement on a Muscle – Mark J. Bigelow
- Seated Myofascial Techniques for Head & Neck Pain – Robert King
- Pain Management & Self-Care – Cynthia Wheeler
- CranioSacral Therapy: The Light Touch – Eric Moya

Some of the above classes may have sold out. Please check with the registration desk at convention for last minute availability. For additional information go to www.amtamassage.org, or call the National Office at 877-905-2700, ext. 143.

2005 Calendar

September 18–20
AMTA Board of Directors Meeting
Contact: 877-905-2700, ext. 157

September 21–24
AMTA 2005 National Convention
Albuquerque, New Mexico
Contact: 877-905-2700, ext. 143

September 25–27
Highlighting Massage Therapy In CAM Research
Massage Therapy Foundation
Albuquerque, New Mexico
Contact: 847-905-1667

October 23–29
"Massage: A Key To A Healthier You"
National Massage Therapy Awareness Week®
Contact: 877-905-2700, ext. 133
kkarapetian@amtamassage.org

January 19-21
AMTA Council of Schools Leadership Conference and Annual Meeting
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

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